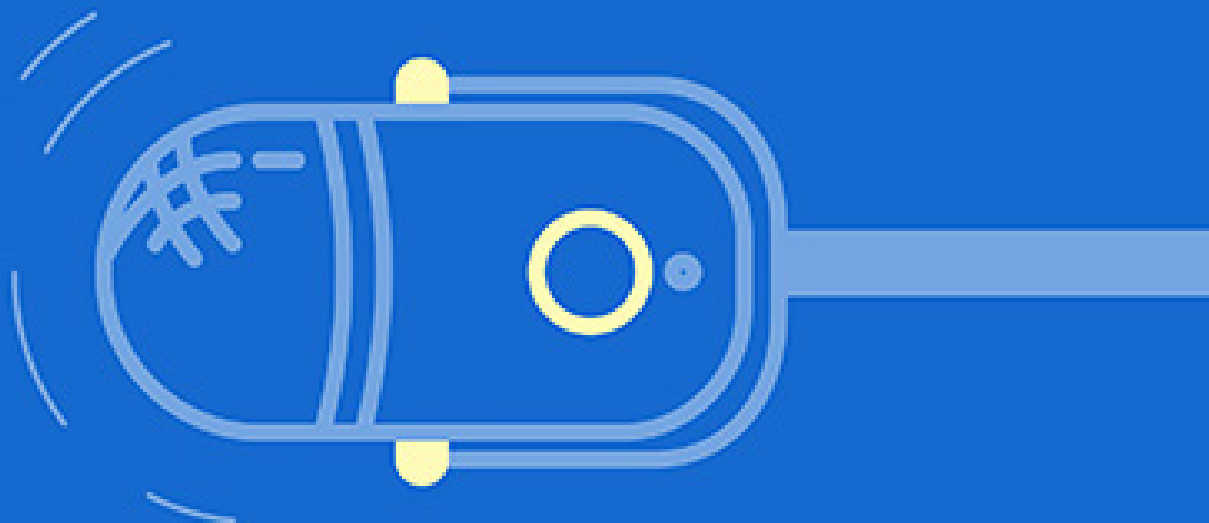


2024
Illustration Taipei
Post Show Report



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Outline

Show Hours	Wednesday, April 3 - Sunday, April 7, 2024
VIP Day	Wednesday, April 3 13:00 ~ 18:00
Public Day	Tuesday, April 4 - 6 10:00 ~ 18:00
Venue	EXPO Dome, Taipei Expo Park
Organized by	Golden Seal Int'l Trade Fair Service Agency Corp. Taiwan Creative Industry International Association
Advised by	The Ministry of Culture of Taiwan
Implemented by	Bom Bom Co.,



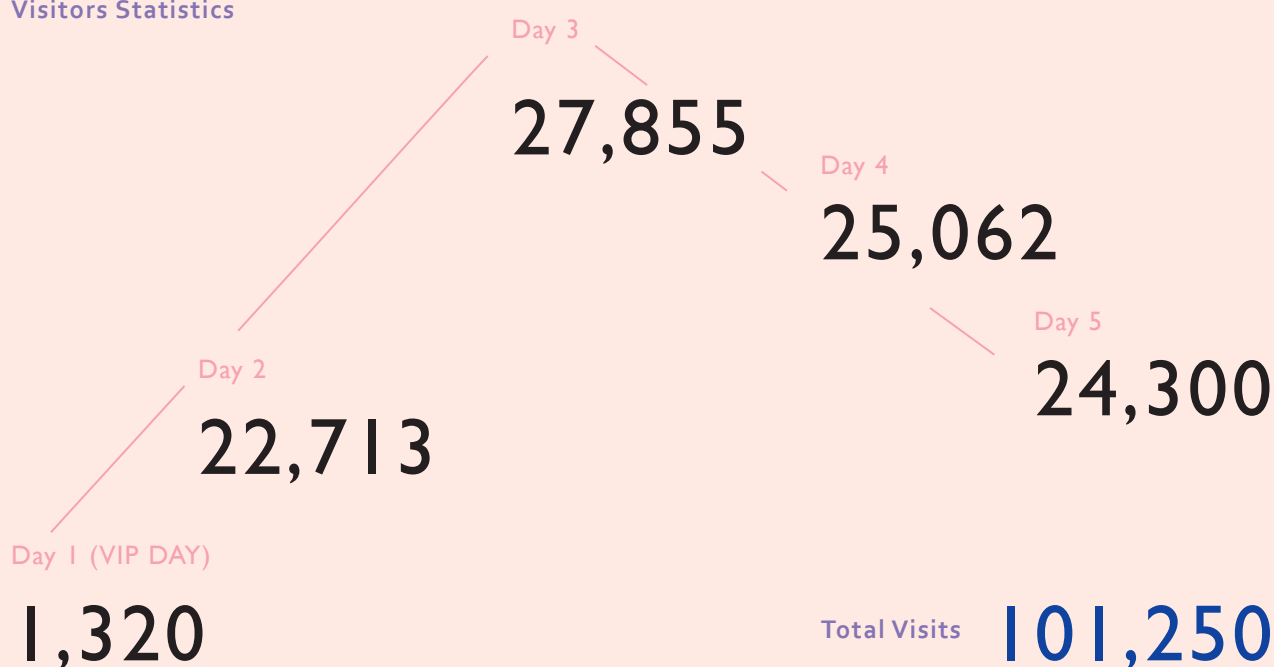
Product Categories

1. Local or international image creators
2. Domestic/overseas original character and IP licensing agencies.
3. Peripheral merchandise development or designers for stationery, giftware, and homeware.

Show Scale

The Second Illustration Taipei has expanded significantly to showcase **339** exhibitors across **2,058** square meters. This vibrant expo not only highlights local talent, but also brought together **67** international artists and brands from Japan, Korea, the USA, Canada, Hong Kong, Macau, Singapore, Malaysia, and Thailand to create a global creative hub.

Visitors Statistics



2

A

- A102 杜姆熊妮
- A104 小島研究站
- A106 小雨竹 YuChu Hsiao
- A108 A瑪 emanothere
- A110 小田月所
- A112 YACHI / C.H.I illustration
- A201 Vivianshen
- A202 鹿人TWODEERMAN
- A203 Chair小空間
- A205 HighNote啾白日常
- A206 梅刺插畫設計工作室
- A207 晴晴熱狗Hotdog
- A208 卡肉Carol
- A209 鼠鼠盒子micebox
- A210 mikolu universe
- A211 Selfish Illustration
- A212 海豹看看 Sealook 🇰🇷
- A302 Jammy Global Ltd.
- A305 馬卡龍腳趾
- A307 食料品制作所
しょくりょうひんせいサクショ
- A308 JINART
- A309 MYAOWL喵喔
- A401 聚塔創意
- A402 甜秘密SweetSecrets
- A406 1991w2992
- A407 萌萌與他的恐龍朋友
- A408 只會亂畫 | JRHUEIII
- A410 澤澤貓
- A412 Nuomi諾米
- A414 倒呱 «Dried Tofu»
- A501 捏嘴巴 SanCivet
- A502 麻糬朋友 mochibuddies 🇨🇳
- A503 動物圓物語 zoooooooostory
- A504 Arubaita 🇨🇳
- A505 Shadoowww
- A506 PANGBANGBAO 🇨🇳
- A507 CMAINASU'S ILLUSTRATION
- A508 Kazel 水彩手繪 🇺🇸
- A509 恐呆的星球
- A510 HeyHey Brody 🇺🇸
- A511 欸波與小寵物的日常
- A512 ROLLROUND 🇨🇳
- A513 胖肚子小畫室
- A514 MochiakAhwoo 🇨🇳
- A601 Mitoboru.club 肉丸俱樂部 🇨🇳
- A602 Yibo.art
- A603 TRIVIALITIES 🇨🇳
- A604 YOKAISEKAI 🇺🇸
- A605 蘑菇山山
Mushroom Mountain 🇨🇳
- A606 YAMAMA
- A607 CHAMJAM 🇨🇳
- A608 tuenhua
- A609 vensroom 🇨🇳
- A610 BOMBOM co.,
- A611 Sriste 🇨🇳
- A613 amelysketchbook 🇺🇸
- A701 活力彩 x 啵尼兔
- A702 MaMaMia
- A703 維尼有畫想說
- A704 狐獾杯杯
- A705 蔥懶 slonion
- A706 什麼鳥 NANITORI
- A707 偏心倉庫
- A708 _sora.sora_
- A709 芋室 TaroTaroRoom
- A710 MIA STUDIO
- A711 小油画 Little Oil Art
- A712 Lanparman 扁面人

B

- B101 獨角龍豆豆與豆比
- B102 吉文考古
- B103 宇宙垃圾
- B104 HAILEY RABBIT__Illustrations
- B105 餃貓FAMILY
- B106 花大鼻小文青
- B107 Hygge Love
- B108 ZPEI
- B109 熊子的深夜畫室
Kumako Illustration
- B110 不屑貓 WHO CAREs
- B111 Maruco小畫室
- B112 Dreaming琉璃屋
- B201 插畫小農
- B202 Pei+Pei Studio
- B203 tang wen ching
- B204 雙夏
- B205 chickenman 大雞雞人
- B206 Crazyeyes 瘋狂眼珠
- B207 pistachio.hanny
- B208 煎妮花 JENNYHUA
- B209 Chen_illustration
- B210 PINK & VEN 🇰🇷
- B211 鸚味日誌ParrotDaylife
- B213 Manting illustration
- B214 於是日常了
- B301 米蟲丸森活工作室
- B302 肉球 paw pad

B

- B303** 卡爾與河豚君
- B304** 俐落插畫
- B305** 針線球
- B306** 平凡乙女日記 | rui
- B307** 醜白兔
- B308** 黑白小姐 Miss B&W
- B309** Knocky!
- B310** SunnyBag 同力纖維廠
- B312** 狗狗夾星
- B401** 紙上旅行
- B402** EVA & room1111
- B403** 樂意 Loidesign
- B404** 阿力時尚插畫
- B405** Breezy Studio 微瘋畫室
- B406** Mochi mochi ducks 麻吉鴨鴨 
- B407** 胖西是隻河狸
- B408** 星空町工房
Hoshizora Machi koubou 
- B409** double_lu_ (DL Studio)
- B410** 彩虹貓咪樂園・ねこらんど 
- B411** 恐龍的房間Dinosaur's Room
- B412** 檸檬糖糖 
- B413** MIE ISHII ミーイシイ 
- B414** 喫茶こぐまや cafe little bear 
- B501** LUCKY DEER
- B502** WUWU插畫
- B503** 山東饅頭 Sentimental
- B504** 何包蛋
- B505** 風速新營 XYWS
- B506** 羅寧與黃鼠狼 Ning & Weasel
- B507** 皮康 Pikang
- B508** Ginny Lambkin 居你
- B509** 右手超人
- B510** 傑克在箱子裡
Jack in the box.10
- B511** Drunk Bambi 微醺斑比
- B512** 耍花招
- B513** 胡子碰碰 
- B514** 小瑚花 HuHua
- B601** AHCHEN
- B602** Peeeeeeggy
- B603** humor star
- B604** Piexin 小派與他的漢堡波
- B605** LanfangLin Illustration
- B606** 安怎? Ann-Nua
- B607** 三貓俱樂部
- B608** 一莉
- B609** Dear April illustration
- B610** Minghan H.
- B611** Neneko 貓日
- B612** 仲華 | 生物插畫
- B613** 阿企與魚魚
- B614** Di x 2 底迪
- B701** 蜥蜴創作
- B702** 紹華 Shao-hua
- B703** CHIU BAR 啾吧
- B704** 腋毛人 Yemao
- B705** 嘆尼 | Mobell
- B706** 大芝麻小花生
- B707** 草棉谷 RONG
- B708** 羊君 somesortof.fern
- B709** Ivy Snow 森空
- B710** 摘星星的女孩lucy.
- B711** 炸蝦烏王
- B712** Studio Mogu 
- B713** 呱呱森林
Gua Gua Forest
- B801** 蘇蘇島 Susu Island
- B802** 圓臉人 Circular
- B803** bearsun日日熊
- B804** One Day One Dog
- B805** 安琪米拉 Angel Mira
- B806** OUNCE studio 玩食藝術
- B807** Shutl Illustration
- B808** Gallery_w.g 
- B809** 點點陳插畫事務所
- B810** 印印time
- B811** 虎爺實習中

C

- C101** KUSDOM
- C102** 鼠泥寶寶 Potato Mouse
- C103** TOYZEROPLUS
- C104** WanQian illustration
- C105** The Seoul Illustration Fair 
- C106** 愚室 解憂實驗室
- C107** Hiuyeung International
Limited 
- C108** 房子 Fangtzu
- C109** ekax
- C110** La la la
- C112** MaiKaoAiChiou 麥考艾裘
- C114** 鳥控 Birdcone
- C201** ASHLEEEY WANG
- C202** 米乾 mi
- C203** ESCOUPLE 一氏夫婦
- C204** Tommy Woo 湯米黑板

- C205 米工 Better mii
- C206 阿軒與一隻灰塵 (A-Xuan,too)
- C207 慶煒 QingSin
- C208 Teddy & Fluffy 泰迪與綿綿狗
- C209 冬星Donxing
- C210 歪的工作室
- C211 iii sum+ 實樂設計
- C212 腦海工作室
- C213 狐狸樹屋
- C214 AshChen Illustration
- C301 Mr.307 小七先生
- C302 ririkoko 梨々子々
- C303 羊號角Piper
- C304 Tabbi L
- C305 Aggie慢慢走
- C306 啾啾嘆嘆 Chuchu X Bobo
- C307 CHOCHO 戳戳
- C308 小雞威力
- C309 妮可泡芙ニコパフ
- C310 TOMO.021
- C311 渣男熊宇宙觀
- C312 茶浣熊 Tanukii
- C313 I am Haruko STUDIO 哈露醬
- C314 伸縮自如的雞與鴨
- C401 墨染一色
- C402 zky.studio
- C403 nozomii | ゾミうさぎ
- C404 Smiletime.studio
- C405 繪星撞地球
- C406 Paerytopia
- C407 Qing's
- C408 MeMiann Studio
- C409 Beryl Wu
- C410 Two in Row
- C411 Raimochi
- C412 Multimedia Technology, Animation and GameWalailak University
- C413 Artszplanet啊滋星球
- C414 Rin Jirajakkavan
- C501 查查手繪
- C502 公園裡的胖橘
- C503 Heyyou Moment
- C504 U_C illustration
- C505 浮游人BO
- C506 小室插畫 Little Room Studio
- C507 山泥泥
- C508 昏呱HUENGUA
- C509 Pinniee
- C510 HiHi搗蛋鬼
- C511 LEFT HOUSE
- C512 Dabibi
- C513 Good Good Goods
- C514 YCY
- C601 查高ChaKao
- C602 創作者神隊友
- C603 CHIH HSIN 小寧
- C605 米 | Mi Illustration
- C606 客製工廠
- C607 J個牛
- C609 尾熊仔與熊朋友們
- C610 大米創意 X 大年印刷
- C611 小喵WE
- C612 有亦文創
- C613 小心臟 Little Heart
- C702 nya nya on studio
- C704 JOURNEY
- C705 Chunky Chunks
- C706 Cherry Blossom
- C707 露台上的波麗
- C708 LITTLE TINY ROOM
- C709 方坊 Square Studio
- C710 hojak
- C712 NOMA
- C714 sillyday
- CW01 Merimies
- CW02 夥伴玩具

D

- D101 Bana Illustration
- D102 我紙在乎你
- D103 dmadameb
- D105 Floralmong
- D106 大字人的小雨宙超市
- D107 my grimmi
- D108 茄子先生
- D109 miojae
- D110 什物 a kind of café
- D111 Hellogitii
- D112 OURS 森林好朋友
- D113 啊宣 ASUAN
- D114 Litttlework 繡珍森活
- D201 STUDIO ORIGIN
- D202 Momi 咪咪
- D204 咚東 Dong Dong
- D205 Looka Cat 露咖貓
- D206 凱若插畫 carolpaintbox
- D207 寫情書的人
- D208 小路有畫說
- D209 weiweiboy
- D211 小黃間 little yellow studio
- D213 小玉的貼貼世界

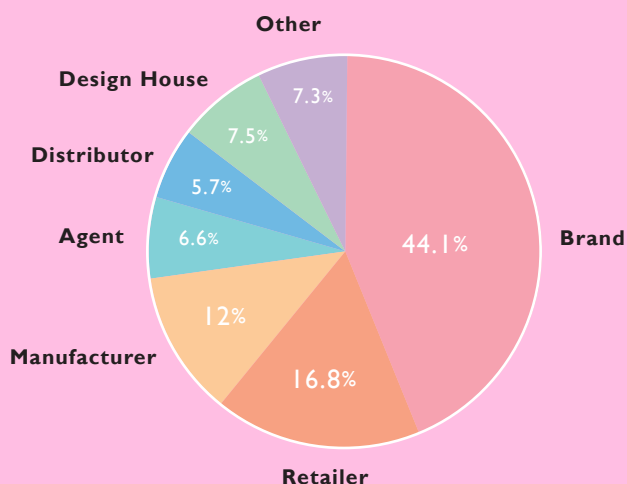
D

- D301 Charlottopia 絢空間
- D302 Mstandforc ☆
- D303 熊老闆BearBoss
- D304 hohohola ☆
- D305 千筆境倫 SungLaoArt
- D306 Gwen Illustration ☆
- D307 灰黑集白
- D308 Pure Studio ☆
- D401 Weird Couple#人生好難 ☆
- D402 doudle studio ☆
- D403 Hoi in Cabin 海在山屋 ☆
- D404 小眼睛日常 ☆
- D405 Takoyaki San たこ焼きさん ☆
- D406 半島師奶 Pundusina ☆
- D407 企鵝波波 Imaginstation ☆
- D408 OH YOU MADE MY DAY LIMITED ☆
- D501 一杯毛絨絨 A Cup of Floof
- D502 InkSundae
- D503 奶油Butter小賣所
- D504 竹工凡花
- D505 山微微sunwwei
- D506 雞兔同籠：機大王x哈囉兔兔
- D507 Mr n Mrs Moon ☆
- D508 去哪裡都行
- D601 瑞比兔 x 內內 Neinei
- D602 來碗寬片片
- D603 Tilabunny緹拉兔
- D604 波波與小泡芙 BOBO AND PUFF
- D605 美可女子Mayco
- D606 默代誌
- D607 Lemon Crumbs 檸檬碎屑
- D608 紐約狗狗
- D701 日頭
- D702 懶惰朽吉•wohenlanduo
- D703 Raini瀨泥
- D704 YuYing
- D705 滴的小動物
- D706 SEVERUS LIAN 里恩太太
- D707 何昀蓁Yunzhen Ho
- D708 蒔絮紙品
- D801 bubukai
- D802 耍廢貓的日常
- D803 DiDA滴答
- D804 藜夢 LI MENG ART
- D805 YUNYUN插畫所
- D806 Emerald Studio 祖母綠
- D807 Nepeta LIU 貓仔草
- D808 黑璐璐HeyLulu
- D901 周氏喵喵 CHOÜ'S CAT
- D903 根性貓konjoneko
- D905 胖古人 (J.HO)
- D907 AxMon手繪工作室
- DW01 Hello Studio 你好工作室
- DW02 indeer 小印紅鹿
- DW03 ZKG

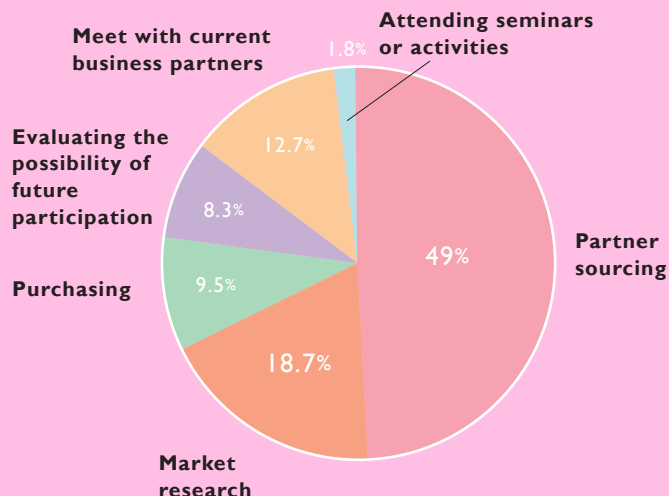


Professional Buyer Survey

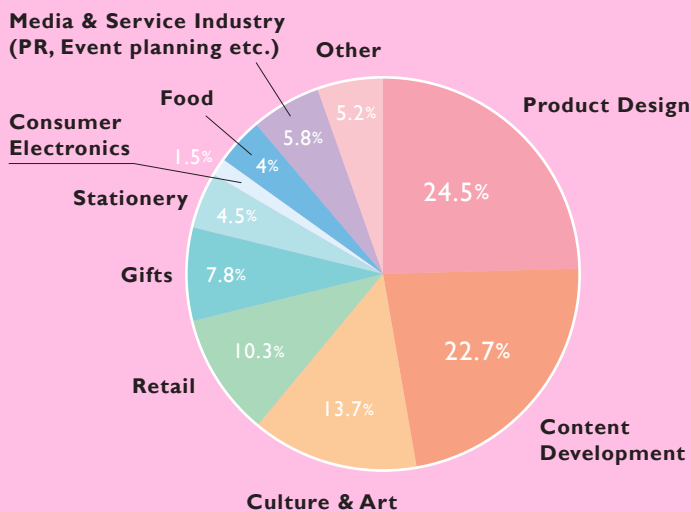
Type of industry for buyer's company



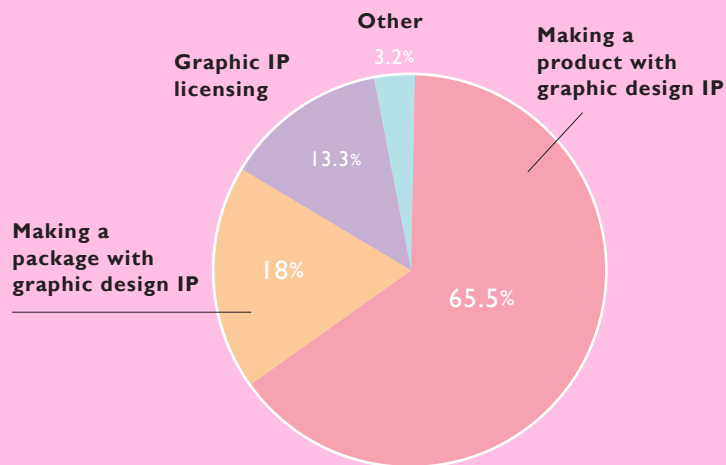
Purpose of buyer's visit



Type of industry for buyer's company



The most interesting way for buyer to do a graphic design IP cooperation



Well - Known brand



Show Highlights

I Courses @ Illustration Taipei

This year, Illustration Taipei launched the 'Courses @ Illustration Taipei' series of workshops intent on fostering interaction between graphic artists and industry professionals and to spark new collaborative opportunities.



Inin Time

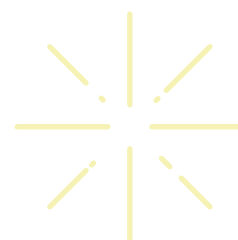
Building on the success of the first edition's printing course, this iteration continued collaborating with Inin Time and brought in Between Printing. This session, facilitated by a variety of printing experts, guides creators through crucial pre-printing considerations.



Sunny Bag

- An Office Visit and Insights From a Local Manufacturer.

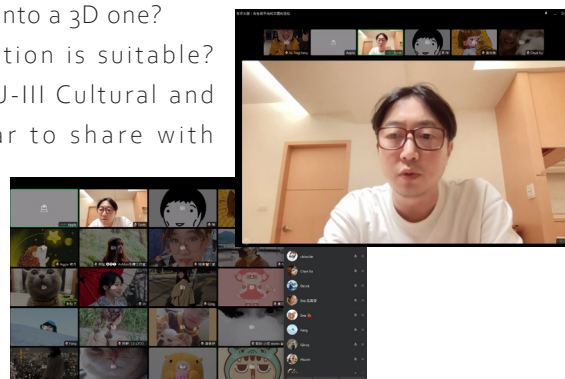
Known for nearly 40 years of eco-friendly bag production, Sunny Bag is exclusively manufactured in Taiwan. Illustration Taipei offers a behind-the-scenes look at their operations and shares intricate details of their production stories.



U-III Cultural and Creative

- 'From 2D to 3D: Bringing a Character to Life' Online Course.

What products can transform a 2D character into a 3D one? How do you determine if the transformation is suitable? Illustration Taipei, in collaboration with U-III Cultural and Creative, is hosting this online seminar to share with participants the journey of character dimensionalization and help participants understand how to evaluate their products.



2 Brand Speed Matchmaking Event & Matchmaking Area

Since its inaugural year, Illustration Taipei has not only provided a platform for creators to showcase their work but has also dedicated efforts towards facilitating industry connections. The 2nd edition of Illustration Taipei introduces a "Speed Matchmaking Event" featuring 15 brands and includes a dedicated matchmaking area aimed at fostering increased interaction between graphic artists and industry companies, thereby opening more opportunities for brands.

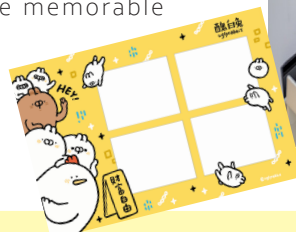
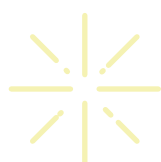


3 International Renowned Brands Sharing Session

Illustration Taipei specially invited three well-known South Korean brands to the event. These include Pinkfong, famous for the children's hit song "Baby Shark"; STUDIO ORIGIN, which debuted in Taiwan in 2022 with Zizone and the adorable Pink&Ven; and Object, a renowned select shop from Korea. They presented at the exhibition to share their brand stories with the audience.

4 Illustration Taipei - exclusive Photo Booths

In a unique collaboration, Illustration Taipei teamed up with popular artists such as Twodeerman, Little Oil Art, Dinosaur's Room, Macarontoe, Uglyrabbit, Dumpling Cat Family, and weiweiboy to create exclusive photo booths. These installations allow visitors to capture memorable moments at the event.



5 Illustration Taipei × LINE Original Stickers

Illustration Taipei has teamed up with LINE Stickers to launch the "Illustration Taipei Creator Sticker Zone" which features nearly 100 sets of creator-designed stickers. Visitors can scan a QR code to explore the diverse array of stickers crafted by this year's featured artists.



6 Our Melody Illustration Sing-Along Project

To further cultivate and support illustration art, Illustration Taipei has introduced a series of extended activities designed to offer creators more opportunities to experiment, gain exposure, and maximize the exhibition's impact.

A. 2024 My Recommended Playlist - Illustration Contest



Top Chart Recommendation Award Winner "小雞威力"

Kicking off with an online illustration contest themed "My Recommended Playlist," creators were invited to unleash their creativity. The contest culminated in winners being selected for the "Top Chart Recommendation Award," three "Jury Recommendation Awards," and three "Media Recommendation Awards." The event also featured a display area for the shortlisted entries. Winners not only received prize money and certificates, and also secured complimentary booths at next year's Illustration Taipei, providing them with a significant platform to showcase their talents.

Selection Process



B. The Seoul Illustration Fair - Korean Delegation Selection



Building on the relationships formed in its inaugural year, Illustration Taipei continues to promote Taiwan's elite illustrators on the international platform. In collaboration with The Seoul Illustration Fair, this initiative invited notable Korean enterprises to select three Taiwanese brands for exhibition in Korea, with the organizer providing free booth space for the event.

One of the representative brand "於是日常了"



C. HK Illustration & Creative Show - Art Book Campaign

In partnership with the HK Illustration & Creative Show, Illustration Taipei has provided fifteen teams with opportunities for cross-page advertisement placements and interviews in the ILLUSMONTAGE art magazine. This initiative aims to spotlight more of Taiwan's top creators on an international stage.

7 Thematic Exhibition: What is Printmaking?



This year's thematic exhibition explores the endlessly repeatable 'Pattern' and features collaborations with Taiwan's dedicated printmaking brands, Atelier moshimoshi and Jainjain, who have come together to craft a vibrant exhibition space that dives deep into the diverse aspects of illustration.

8 Catering Services - Sweet & Sour Life

Illustration Taipei has partnered with the quaint Sweet & Sour Life café, located in Taipei's Zhongshan Nanxi shopping district, to launch an exclusive café experience at the expo. This café offers an array of delectable desserts and beverages, providing a sweet respite for expo attendees.



9 Official Annual Publication: 《illus +》



《illus +》, Illustration Taipei's official magazine, meticulously compiles and introduces all participating brands. It also delves into market trends and topics of interest to illustrators, providing rich insights and extended discussions that cater to curious and creative minds.



mr_n_mrs_moon

Our Melody Selected brands



dinosaurs.room



oojennyhuaoo



ycy_0108



batta_o602



yu_shi_lab



tanukii_don



sentimentaldraws

Show Highlight

A.

Media Partners

- 1 TVBS
- 2 NEXT TV
- 3 udn.com
- 4 Fliper
- 5 ARTouch
- 6 UP Media
- 7 琅琅悅讀
- 8 CNA



B.

Traditional Advertising

- 1 Bus advertising
- 2 Ibon Modals



C. Social Media Coverage

- 1 illuOBS
- 2 克萊兒的展覽異想世界
- 3 葉子
- 4 craft only
- 5 do not like sunday
- 6 ARTOGO
- 7 Creator disseminate



7 Partners

Official Logistics:



Official Hotel: COZZ 和逸飯店·台北民生館

Overseas Partner: SJS、BJS、KFC、HAKIS

Sponsor: ibon 售票系統、LINE 貼圖、tin、ekax、L7time、K

Ridge Studio production&design 山嶺製作設計、sweet@sour LIFE

Special Thanks: object、插畫觀察室、Sunny.Bag、有亦文創、TAS

8

Onsite Events

4/3 (Wed.)

4/4 (Thu.)

4/5 (Fri.)

4/6 (Sat.)

4/7 (Sun.)

pinkfong
Brand
Sharing Event



⌚ 11:00 - 12:00

**Studio
ORIGIN**
Brand
Sharing Event



⌚ 13:00 - 14:00

Doll Costume Party
⌚ 14:00 - 15:00

OBJECT
Brand
Sharing Event



⌚ 15:00 - 16:00

Dinosaur's Room
Dinosaur's Room X
Error Frequency
- Medley Performance of Our Melody



⌚ 17:00 - 18:00

NOMA
Autograph
Session



⌚ 11:00 - 12:00

TWODEERMAN
Autograph
Session



⌚ 13:00 - 14:00

Doll Costume Party
⌚ 14:00 - 15:00

AxMon
Autograph
Session



⌚ 15:00 - 16:00

Doll Costume Party
⌚ 16:30 - 17:30

Ringochan
Autograph
Session



⌚ 10:30 - 11:30

HELLOGITII
Autograph
Session



⌚ 12:30 - 13:30

TWODEERMAN
Autograph
Session



⌚ 14:00 - 15:00

Zero Ye
Autograph
Session



⌚ 15:30 - 16:30

**2024
My Song List**
Illustration
Award Ceremony



⌚ 17:00 - 18:00

**One Day
Portrait Drawing**

⌚ 11:00 - 17:30

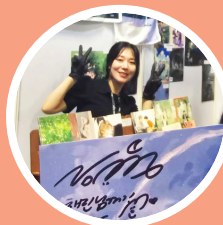
- 雪莉愛塗鴉
- 雪豹豹豹
- 交換日記
- 王百貴
- 嬌式風格手繪
- skinnygirl.c
- 小天喵喵子
- 阿說不想說
- byhe 池禾
- NIN
- 肉肉設計工作室
- Feelingillustration

(以上名單為隨機排列)

Pitch Day



⌚ 15:30 - 17:30



Activity Awards

2024 My Recommended Playlist Illustration Award

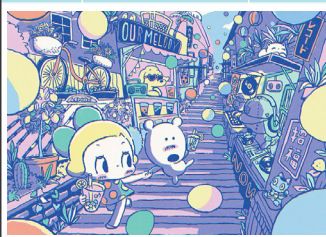
Top Chart Recommendation Award



小雞崙力

"今天要為大家帶來這首 嘸"

Media Recommendation Award



檸檬糖糖

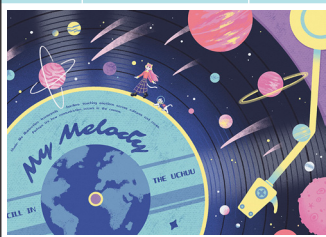
"OUR MELODY"

Jury Recommendation Award



羅寧與黃鼠狼 Ning&Weasel

"我的主打歌 _ 心動唱片行"



奶油 Butter 小賣所

"宇宙之歌"



Pinniece

"I see you in my dream"



大芝麻小花生

"soft kitty"



Rin Jirajakkavan

"Illustrator"





Delegation to South Korea



• 小心臟 Little Heart



• Nuomi 諾米



• 於是日常了 RJ

HK Illustration & Creative Show

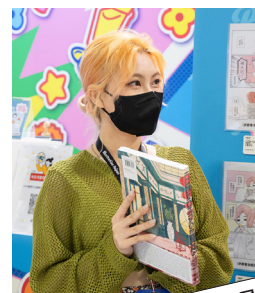
Art book Campaign



愚室 解憂實驗所



草棉谷 RONG



於是日常了



吉文考古



Emerald Studio
祖母綠



Nuomi 諾米



點點陳
插畫事務所



小室插畫
Little Room Studio



腦海工作室



humor star



黎夢
LI MENG ART



CHOCHO



小油画
Little Oil Art



tuenhua



何昀蓁
Yunzhen Ho

